

# Ralph Lauren unveils new High Point facility

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*By Katie Arcieri, Reporter*  
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After opening a third distribution facility in High Point this spring, Ralph Lauren Corp. yesterday unveiled its massive 343,000-square-foot building on Eagle Hill Drive to business leaders.

The clothing company's newest facility is particularly significant because Ralph Lauren (NYSE:RL) is expected to create up to 400 jobs over five years as part of an economic incentive package approved by the High Point City Council last year.

City Council officials authorized up to \$400,000 in incentives for Ralph Lauren.

Officials with the company declined to disclose exactly how many people are currently employed at the Eagle Hill Drive facility at this time. Ralph Lauren is the sixth largest employer in High Point with 1,222 employees.

Any new jobs will only add to the company's expansive operations in High Point.

In addition to the Eagle Hill Drive facility that handles distribution of the company's bedding products, Ralph Lauren has operated a retail distribution center on Beechwood Drive since 1991. The company also operates a 330,000-square-foot apparel fulfillment and contact center facility on North Pendleton Street.

**Loren Hill**, president of the High Point Economic Development Corp., said he sees potential for the company to grow even more, given its track record of expanding every few years.

"They certainly have room to grow in High Point if business conditions allow," he said.

Business conditions appear to be leaning in Ralph Lauren's favor.

According to public filings, Ralph Lauren last month reported a net income of \$184 million during the first quarter of fiscal 2012, a 52 percent increase from \$121 million during the first quarter of fiscal 2011.

"Our outstanding first quarter performance reflects the powerful diversity of our operating strategies across merchandise categories, distribution channels and geographies," said **Roger Farah**, the company's president and chief operating officer, in a statement.

Last month the company also officially dropped the word "Polo" from its name. The company is to be referred to as Ralph Lauren Corp.

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